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FOOD INFORMATION CALENDAR

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U.S. DEPARTMENT OF AGRICULTURE

January 4, 1946

No. 144

AGRICULTURAL LEGISLATIVE DEVELOPMENTS. . . . December 28, the President approved the deficiency appropriation bill, which includes items for the school lunch program, farm labor, surplus property disposal, and forest roads and trails; a bill to liberalize the G. I. Bill of Rights; and a bill to continue provisions in the second War Powers Act relating to priorities, allocations, and rationing.

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TIMETABLE FOR COTTON MATERIALS. . . . The materials for use in the 1946 cotton program are scheduled for release as follows: In mid-January, a kit for State Extension Services and county agents in cotton producing States which will contain-- (1) "7 Steps That Will Help You Face the Future with Cotton," a printed leaflet for distribution to cotton growers (some 80,000 copies have been ordered by the States.); (2) "Facts About Cotton and Southern Farming," a 64-page multilithed handbook presenting background facts about cotton and Southern farming problems and giving the 7 steps--for use by leaders; (3) "Looking Ahead with Cotton--Some Trends and Choices," a background statement for discussion purposes; (4) "What Are You Going to Do About King Cotton?" a multilithed brochure which will later be printed for industry and media use; and (5) Various aids and suggestions for carrying out the program.

In mid-February: (1) A brochure for the cotton industry, press, radio, and organizations (glossies and mats can be ordered from this); (2) Transcribed talks and interviews of 5 to 7 minutes each (4 platters); (3) Several spot announcements on timely cotton topics; (4) A set of 20 charts, 16"x 22", illustrating cotton problems, with a mimeographed discussion guide and a "quiz" for use at meetings; and (5) A 60-frame slide film showing facts about cotton and Southern agriculture, with discussion suggestions and a "quiz" for use at meetings. A one-reel, 16 mm., sound film on cotton picking will be ready for release about April 1.

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THE WINTER EXTENSION INSTITUTE will be held January 7, 8, and 9. Some subjects scheduled for discussion are world cultural, economic, and agricultural programs, and science and a durable peace. Relationship between vocational education in schools and extension teaching will also be considered. Speakers will include Sir John Boyd Orr, Director General of FAO, officials of the State Department, the National Education Association, the U. S. Office of Education, and the Navy Department.

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ANNUAL REPORT OF USDA LIBRARY. . . . One of the first annual reports to appear this year is that of the USDA Library. In it attention is called to the fact that the Library's Rare Book Collection of 35,000 volumes which was removed from Washington for safekeeping in 1942, has been returned. More than 500,000 books are now on the Library's shelves.

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USDA RELEASES OF SPECIAL INTEREST. . . . Walter Scott to direct Southern Research Laboratory--2369; Frozen vegetable subsidy agreements mailed--2372; Peanut purchase and loan program for 1946 crop--2376; USDA to take over War Department frozen egg stocks--2384; USDA terminates cheddar cheese subsidy as of Feb. 1--2387; Crop insurance protection, 1946 program--2389; Emergency fat-oils quota continued--2391; Rice set-aside changed, no rice marketing quotas in 1946-47--2393; No downward revision in beef cattle ceilings and subsidies prior to 6/30/46 announced by Stabilization Administrator Collet--4-46; and these addresses by Secretary Anderson: Cooperatives and the Family Farm--before National Council of Farmer Cooperatives, Chicago, Jan. 9--release No. 9-46; Agriculture Takes Stock--talk before a group of farmers and farm leaders at North Carolina State College, Raleigh, Jan. 4--14-46.

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OTHER RELEASES OF AGRICULTURAL SIGNIFICANCE. . . . Revised sugar order issued covering all amendments--OPA-6161; Provision limiting number of turkeys or other poultry sold to consumers removed--OPA-T-4049; Ceiling prices on wheat will not be increased now, OPA announces--OPA-T-4056; Revised formula announced for determining maximum custom slaughtering fees--OPA-T-4034; Ceiling prices for fresh citrus fruits stored as of January 4--unnumbered OPA release.

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USDA CLUB DIRECTORY. . . . An up-to-date USDA Club Directory is now available and single copies may be obtained from the Office of Information. Department officials and others will find it convenient in contacting Club officers and in attending meetings of the Clubs when traveling in the field. There are now 80 USDA Clubs, one of which is in Puerto Rico. Department employees meet together informally in these Clubs to learn more about the work of the Department, get better acquainted, and become better public servants for the Department.

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"READABILITY: A SELECTED BIBLIOGRAPHY" was recently prepared in the Division of Field Studies and Training, Extension Service. It describes books and other materials on increasing readability classified under these headings: Readability Research, Applications of Readability Research, How to Write Simply, and Tools for the Simplifier. Single copies of this 4-page, processed bibliography may be obtained from the Office of Information.

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MOVIE DEVELOPMENTS. . . . Production has been completed on the movie "Freezing Fruits and Vegetables." Further announcement will be made when the prints are available.

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RADIO, JANUARY 12. . . . CONSUMER TIME--NBC, 12:15 p.m., EST--"FABRICS IN SPRING", a dramatized account of the fabrics situation...when consumers may expect more cotton goods, men's shirts, suits. Reasons for present shortages. . . .

NATIONAL FARM AND HOME HOUR--NBC, 1:00 p.m., EST. Regular summary of news developments in the USDA. . . . "Department of Agriculture Headlines." . . .

AMERICAN FARMER--ABC, 12:30 p.m., EST--the new nation-wide broadcast for farmers and their families. USDA participates weekly with a five-minute report on the business side of farm news; the economic situation of principal farm commodities.

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